

CALL FOR PAPERS

2020 GLOBAL B ACADEMICS PAPER DEVELOPMENT WORKSHOP

“Nuts and Bolts of Research on B Corps: Empirical Methods and Research Designs”

AUGUST 5, 2020 - VIRTUAL EVENT

4 pm – 9 pm London Time | 11 am – 4 pm New York Time | 8 am – 1 pm San Francisco Time

SUBMISSIONS DEADLINES

We invite your submissions for this workshop. You can submit a long abstract (1000-1500 words) of a working paper or a research idea (500-750 words).

Submission deadline: July 15, 2020

Decisions announced: July 22, 2020

Registration opens: June 30, 2020

Registration deadline: August 1, 2020

» [Submit your abstract HERE](#)

In addition to roundtable discussions on working papers/research ideas, we have invited accomplished scholars and journal editors to take stock of the vibrant research in this area, showcase compelling research approaches, and discuss challenges and opportunities ahead. You don't have to submit a long abstract/research idea to join the workshop.

FULL AGENDA

Welcome and Opening

[Jessica Thomas](#), Poole College of Management, North Carolina State University, and President of B Academics.

Keynote by B Lab

Speaker to be confirmed.

B Corp Standards and Assessment

Speaker from the B Lab Standards Team to be confirmed.

Panel Discussion

[Oana Branzei](#), Western University (to be confirmed)

[Michael Conger](#), Miami University

[Suntae Kim](#), Boston College

[Nancy Kurland](#), Franklin & Marshall College

Moderator: [Joel Gehman](#), University of Alberta, and Vice President of B Academics

Breakout Room: Social Impact Stories

In small breakout rooms, B Corps/other social enterprises will share their stories toward impact. This is the time to grab coffee/lunch (depending on your time zone!) and join these story rooms.

Showcase Paper Presentations

From among the extended abstracts we receive, approximately three papers will be selected for presentation to the entire group.

Panel Discussion

Discussion Facilitators:

['Alim Beveridge](#), University of Nottingham Ningbo China

[Michael Conger](#), Miami University

[Rosanna Garcia](#), University of Denver

[Emily Landry](#), University of Tennessee at Knoxville

[Kendall Park](#), Vanderbilt University

[Garima Sharma](#), University of New Mexico

Wrap-up

Research on Certified B Corporations and Benefit Corporations (B Corps), has grown manifold in the past few years. With a strong mission to pursue social good, B Corps offer opportunities to examining important questions related to sustainability and the sustainable development goals, entrepreneurship, equity and diversity, and corporate social responsibility, among others. The many layers in the B Corp phenomenon, ranging from a comprehensive certification mechanism to Benefit Corporation legislation have attracted a wide array of research questions and continue to inform theories related to institutions, social movements, social evaluations, certifications, and categorization. Further, as avant-garde social enterprises that are also for-profit businesses, B Corps offer an important new context for entrepreneurship scholars to test mainstream theories and push new boundaries of understanding.

In responding to the increasing plurality of research on B Corps, this paper development workshop aims to help the research community define and push boundaries of B Corps research, especially as related to empirical methods and research design.



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ORGANIZING COMMITTEE

-  **Garima Sharma**
University of New Mexico
-  **Joel Gehman**
University of Alberta
-  **Emily Landry**
University of Tennessee at Knoxville
-  **Maria Ballesteros-Sola**
California State University, Channel Islands
-  **Ke Cao**
University of Alberta
-  **'Alim J. Beveridge**
University of Nottingham Ningbo China

ABOUT B ACADEMICS

The Global B Corp Academic Community (B Academics) is a network of educators and researchers from around the world who are committed to accelerating the sustainable business movement by studying the global movement of B Corporation certification and benefit corporations. B Academics work with each other, the global B Lab network, and the B Corp community to share best practices and identify opportunities for collaboration with regard to research, teaching, and experiential learning.

[Learn More and Join HERE](#)



*Note:

A version of this event was originally accepted for inclusion in the Academy of Management Annual Meeting PDW Program. We plan to include recordings of the talks, the panel, and the paper presentations in the Academy of Management asynchronous program.

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